



**DYN@MO**

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# Mobility 2.0 Evaluation

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# Web 2.0 – what is it in the DYN@MO context?

- Web 2.0 – user generated content and discussions on social media platforms; ubiquitous information; open data
- DYN@MO project – of local governments (cities)
- Explosion in use of Web 2.0 by cities for (interactive) citizen dialogue
- Lack of evaluation of this activity in transport/mobility
- So... Let's look at Web 2.0 in other things cities do (parks, police...)

# Not much of a social media expert myself

- Shelfie →
- But I think we can ask some interesting questions...



## But let's have some audience interaction

- Tweet me during this presentation with comments and thoughts...

**@TomRyeEdinburgh**

- And we can see how Web 2.0 you really are!

# Why Web2.0 for mobility in cities?

## Marketing/information

- Inform people about their transport system and its planning
- Communicate SIMPLY and CLEARLY difficult concepts like SUMP and what they mean for people
- Get those people with positive views to influence others
- *Traveller information*

## Inclusive participation

- Get (new types of) people to give their knowledge and opinions about transport plans, problems and solutions
- Help reach public consensus on new transport policies?
- Co-production/co-creation of new policies, instruments?

## Data

- *Get data for SUMP's and transport models*
- *Give out free data about/from transport system*

# Web 2.0 – is it different – in a good way?

Compared to conventional participation/information:

## Advantages

- Cheap and fast
- Gets to a lot of (new) people
- Makes co-design easier?
- Multiple channels (Facebook, Twitter etc) allow multiple input
- Anonymity may encourage active participation
- Scaleable, quick to update

## Disadvantages

- Excludes people with no social media access
- Hard to make sensible policy from results – “soundbite” culture not deeper reflection?
- City staff may not know how to use it or to deal with input received
- May be dominated by geeks – especially active users

# So maybe Web 2.0 is a good idea...

## Lots of sensible objectives, lots of advantages, but...

- It must work technologically
- It must fit with city's way of doing things – cities only take it up if they see it as:
  - Better than what they do now
  - Fitting with their values
  - Not too difficult to understand
  - Easy to test
  - Having obvious clear results
- Fits some cities better than others!

# How fast is Web 2.0 growing among city authorities?

- Facebook, Twitter, Youtube – main social media used
- 13% of 75 largest US cities had Facebook page in 2009, 87% in 2011
- 2012, 12 of 25 largest German cities had Facebook page, up from 3 in 2008
- Difficult for academic literature to keep pace!
- But how they are used may not be so Web 2.0...

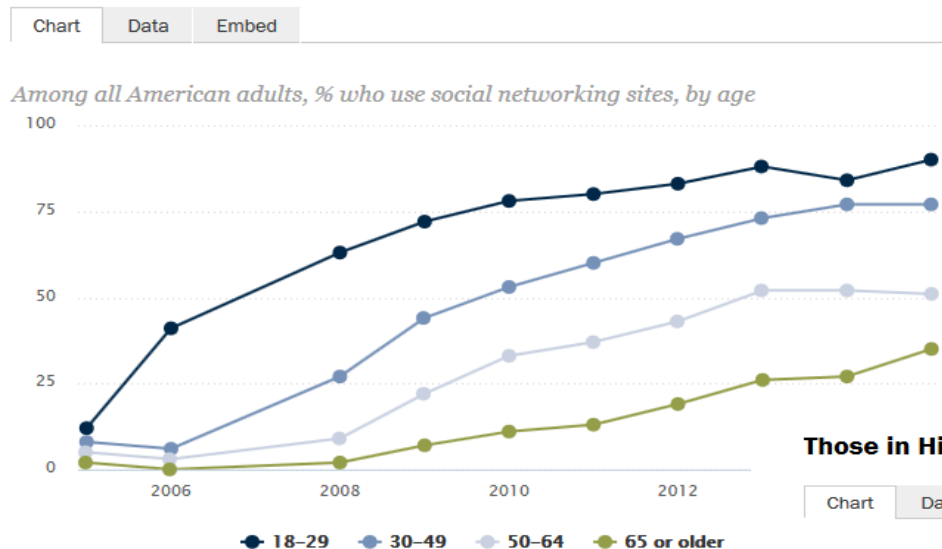


# So to evaluate Web 2.0's effects we need to know...

- Which social media users use it, for what purposes
- How cities use it (all its functionality?)
- Whether it achieves its objectives
- Whether any of its possible disadvantages crop up

# Who uses social media (US data)

## Young Adults Still Are the Most Likely to Use Social Media

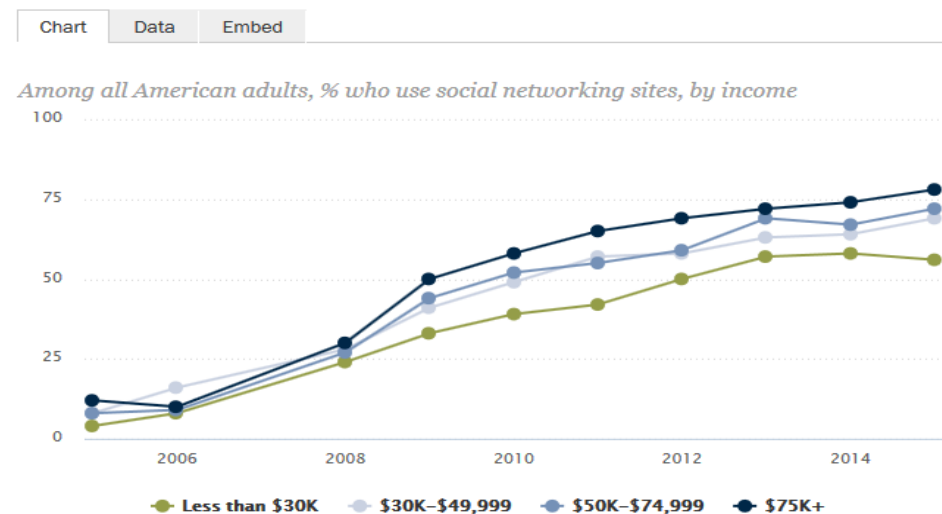


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

Most users passive – 40%  
Twitter users never tweet, 10%  
users produce 90% tweets  
(Harvard Business School study)

## Those in Higher Income Households Lead the Way



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

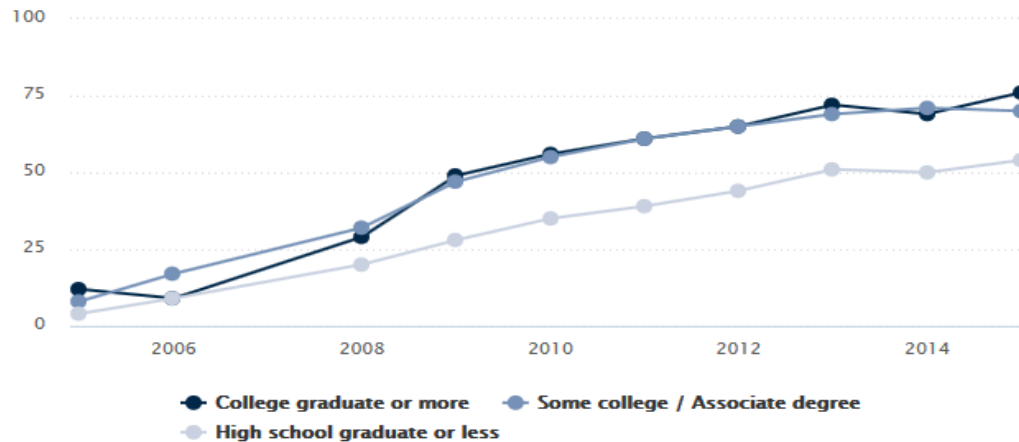
PEW RESEARCH CENTER

# Who uses social media 2

## Those With Lower Levels of Education Are Less Likely to Use Social Media

Chart Data Embed

Among all American adults, % who use social networking sites, by education level

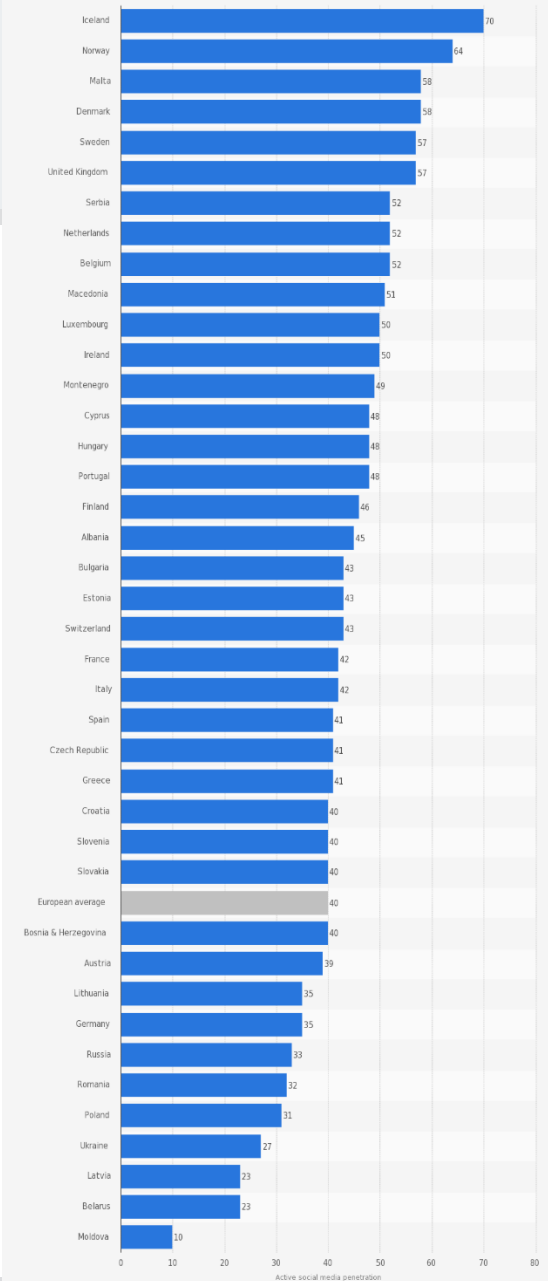


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

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People already politically engaged more likely to use social media for political engagement

## Active social media penetration in European countries in February 2014



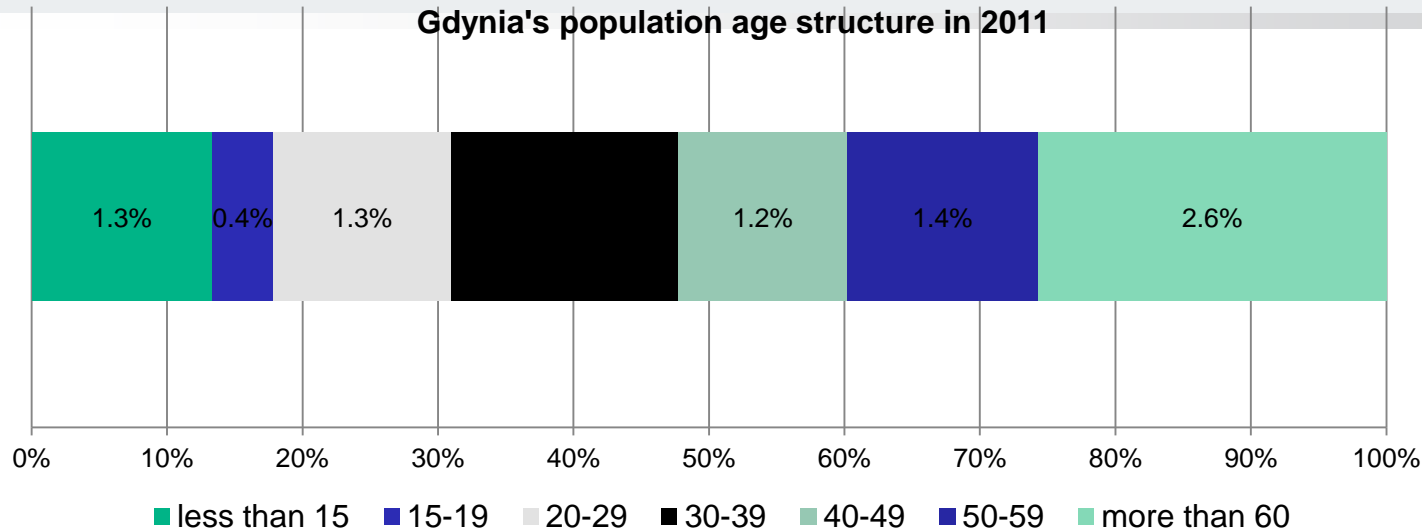
Source: We Are Social & Statista 2015

Additional information: Europe, January 2014

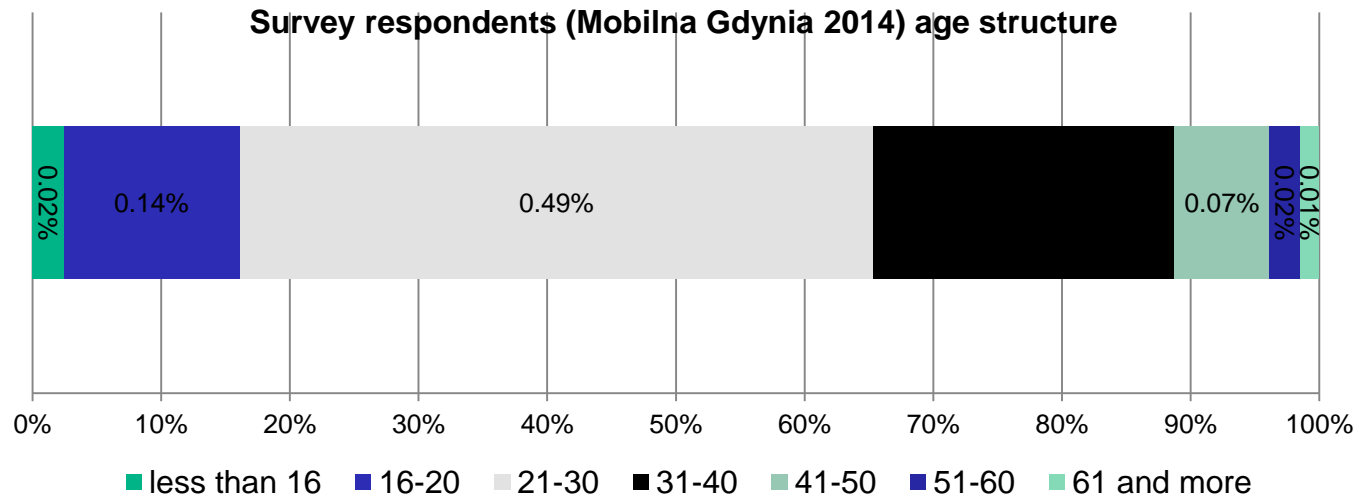
statista

# Who uses social media 3 – Mobilna Gdynia users and general population

Gdynia's population age structure in 2011



Survey respondents (Mobilna Gdynia 2014) age structure



# What is social media good for?

- Reporting simple problems/info in real time
- Making a short sharp point
- Complaining
- Using photos and video  
<https://www.youtube.com/watch?v=JdGiYvZScWU>
- Debating/commenting on all the above (not structured)
- *But we don't know much (systematically) about impacts of these activities on policy*



# Social media less good for (perhaps?)

## Transport Forum Subgroup: TRANSPORT CAPITAL PROGRAMME

6-November 2015 1000 TO 1200

Room G15, Waverley Court, East Market Street

### AGENDA

1. Presentation covering
  - a. current Transport Capital Investment Programme structure
  - b. changes to renewals programme methodology
    - i. greater use of preventative methods
    - ii. incorporating changes to comply with new design guidance (eg raised junctions, tighter radii)
  - c. broad indication of next years likely programme
2. Discussion session covering
  - a. General feedback on presentation/ are there issues that people think we are missing?
  - b. What should be the balance between a pure replacement programme and one that seeks to change or improve infrastructure in pursuit of wider policies?
  - c. What should be the priorities for improvements through the CIP? Have we got the balance right? (road safety, encouraging sustainable travel (foot, bike, public transport) street quality investment, ensuring inclusive access, supporting new development.
  - d. Extent to which the above types of new investment can readily be incorporated into renewals programme or require specific new investment funding.

# Results from academic literature

- General Web 2.0 use by cities
- Four recent papers
- Results based on analysis of website/ social media site use (and interviews with cities)
- No research with citizens generally
- Measured "success" of social media as level and quality of traffic (posts, re-tweets, likes)

# Real time Twitter use...

- Please tweet me now if you are still awake

**@TomRyeEdinburgh**



# Findings? (1)

- Cities' use of social media – growing fast
- Predominant use:
  - "Pushing" information to public
  - "Pulling" commentary from the public – sometimes
  - Actively debating issues with public and feeding back – rarely
- One example – used social media for feedback on telemedicine campaign
- But papers unclear on whether key objectives achieved

# Findings? (2)

- Cities' use of social media is more Web 1.0 than Web 2.0
- (Some) cities:
  - Not aware of all functionality?
  - Question representativeness of users?
  - Don't know/scared of dealing with Web 2.0 - hard to control?
  - Want feedback in a way that Web 2.0 doesn't provide

# So what would I like to know about Web 2.0?

- Tell me of academic work that's already covered this, but...
  - How do cities use results from Web 2.0 – what influence on policy?
  - How do citizens value input via Web 2.0 – happier?
  - Is it more or less inclusive, representative than traditional participation
  - How could cities use Web 2.0 better?
  - Does cities' use of Web 2.0 reflect their general governance culture?

# Our evaluation of M2.0s effects in DYN@MO

- **Questionnaire to representative sample:**
  - How people contact City about transport
  - How often they do so, and why
  - Whether this is a positive experience
  - Whether it becomes more positive as more M2.0 is used
  - Whether M2.0 attracts participation from non-typical groups (e.g. from younger, or unemployed people)

# Thank you!

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